



## CITY OF LODI

## COUNCIL COMMUNICATION

AGENDA TITLE: City Newsletter Publication and Distribution

MEETING DATE: August 7, 1991

PREPARED BY: City Manager

RECOMMENDED ACTION: The City Council review the alternate styles of newsletter to be prepared, published, and distributed by the City of Lodi, and take action as deemed appropriate.

BACKGROUND INFORMATION: The City Council directed the City Manager's office to prepare a newsletter for distribution to the citizens of Lodi. Based on this directive, staff solicited price quotes from three print shops and from the Lodi News-Sentinel for a monthly publication. Originally 12 publications were to be printed each year, however, the price of a monthly newsletter was too costly to execute considering the current budget. Staff now proposes that a bi-monthly newsletter be published and distributed the first year, after which time an evaluation should be conducted to determine the effectiveness of the publication.

The decision now facing the Council focuses on the newsletter style and the cost of the publication. Cost estimates from print shops range from \$19,200 to \$25,746 for six publications. Postage for distribution to 25,000 citizens is approximately \$15,750 for six issues. The total cost of a stand alone newsletter printed by a print shop and distributed by the Post Office is approximately \$35,000. This type of newsletter would be printed on recycled paper and would include sharp image photographs and multiple ink colors.

Should the Council decide to opt for a newsletter printed and distributed by the Lodi News-Sentinel, the costs would be significantly reduced. A bi-monthly publication would total approximately \$15,517. The newsletter would be a pull-out (tabloid style), would be printed as if it were a newspaper, and would be inserted in the regular newspaper. Those persons not subscribing to the newspaper would receive a copy via the distribution of The Merchandiser, an advertising publication delivered free to those non-subscribers. The newspaper's proposal would also include 1,000 additional copies for placement in City Hall, the Library, the Chamber of Commerce, and other locations to be determined.

APPROVED \_\_\_\_\_

THOMAS A. PETERSON  
City Manager

recycled paper

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The original newsletter proposal **was** based on the print shop approach with the idea that sharp image photographs and a high profile publication **would be an** effective and representative means of publishing news-worthy City information. The trade-off of publishing the newsletter in the Lodi News-Sentinel **is** the reduced cost to the City.

FUNDING: 1991-92 Operating Budget

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Thomas A. Peterson". The signature is fluid and cursive, with a long horizontal stroke extending from the end.

Thomas A. Peterson  
City Manager

Prepared by: Janet S. Keeter  
Administrative Assistant to the City Manager

TAP :br

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